Remarks/Arguments:

Claims 1, 2 and 4-19 have been amended. Claims 20 and 21 have been added. No new matter is introduced herein. Claims 1-21 are pending.

Applicants appreciate the courtesy extended to their representatives by Examiner Baig and Supervisor Kelley during the telephone interview of October 8, 2009. During the course of the interview, Applicants' representatives discussed differences between Yasukawa et al. (US 7,047,550), Klarfeld et al. (US 2003/0067554), Horiuchi et al. (US 2003/0061618) and Applicants' claim 1. No agreement was reached. During the course of the interview, Examiner Baig indicated that she would further review aspects of the subject application with respect to the cited prior art. Examiner Baig further contacted Applicants' representatives on October 19, 2009. The Examiner indicated that aspects of the subject specification relating to a three-dimensional program information display are different from Klarfeld et al. The Examiner specifically pointed Applicants' attention to Embodiments 1 and 6 in Figs. 4 and 16 of the subject specification. Applicants appreciate the Examiner's subsequent comments regarding the subject specification and the cited prior art.

Claim 1 has been amended to clarify that a scatter diagram is plotted on at least an X and Y axis from three attributes, where the third attribute is associated with a third related value. Claim 1 has also been amended to recite "a program information storage," "a program information processor" a "program information display," and "an attribute input interface." In addition, claim 1 has been amended to recite that the program information display indicates the third attribute on the scatter diagram at a position conforming to the first related value, the second related value and the third related value of the scatter diagram. Claims 2 and 4-19 have been amended to correspond with claim 1. No new matter is introduced herein. Support for the amendment can be found, for example, at page 16, line 15 - page 20, line 16 and Figs. 14 and 16 of the original specification.

Claims 1-6 and 11 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Yasukawa et al. in view of Klarfeld et al., in further view of Horiuchi et al. It is respectfully submitted, however, that these claims are patentable over the cited art for the reasons set forth below.

Claim 1, as amended, includes features neither disclosed nor suggested by the cited art, namely:

> A program information display device for displaying a scatter diagram by plotting three arbitrary attributes selected by the viewer from at least three attributes relating to a program on at least an X-axis and a Y-axis ...
>
> ... the program information storage stores:
>
> ... at least the first related value about the X-axis attribute, the second related value about the Y-axis attribute and the third related value, each related value numerically expressing a respective degree of relation ...
>
> ... the attribute input interface acquires a first attribute used as the X-axis of the scatter diagram, a second attribute used as the Y-axis of the scatter diagram and a third attribute associated with the third related value ...
>
> wherein the program information display ... plots the first attribute and second attribute on the X-axis and the Y-axis of scatter diagram respectively, displays the program information at a position conforming to the first related value, the second related value and the third related value of the scatter diagram and indicates the third attribute on the scatter diagram at the position ... (Emphasis Added)

Yasukawa et al. disclose, in Fig. 1, a system for processing program information including program information storage means 1, attribute input means 2, program information retrieval/classification means 3 and program table display means 4. The attribute information is used as two axes of a program table. (Col. 9, line 58 - col. 10, line 3). The attribute information includes time related attributes, category (type of program) related attributes, sponsor related attributes, program forms (such as live or rebroadcast) and audience rating. (Col. 10, lines 4-20). As shown in Figs. 5A-5C, programs are displayed according to attributes along an X-axis and a Y-axis. For example, if the attribute "type" is selected in Fig. 5A, a program table including "type and time" is displayed, as shown in Fig. 5B. If a user selects an "audience

rating" attribute in Fig. 5B, a program table is displayed which includes an audience rating percentage, as shown in Fig. 5C. (Col. 13, lines 39-52).

As acknowledged by the Examiner on pages 2-3 of the Office Action, Yasukawa et al. do not disclose or suggest displaying a scatter diagram by plotting attributes on the X-axis and the Y-axis and disposing program information at a position corresponding to an X-axis attribute and a Y-axis attribute. Accordingly, Yasukawa et al. cannot disclose plotting three attributes on at least an X-axis and a Y-axis, where program information is disposed at a position corresponding to the X-axis attribute, the Y-axis attribute and a third attribute or that the program information display indicates the third attribute on the scatter diagram at the position, as required by claim 1 (emphasis added).

In addition, as acknowledged by the Examiner on page 3 of the Office Action, Yasukawa et al. do not disclose or suggest that each of a first related value and a second related value numerically express a respective degree of relation. Accordingly, Yasukawa et al. cannot teach that each of a first related value, a second related value and a third related value express a respective degree of relation, as required by claim 1 (emphasis added). Thus, Yasukawa et al. do not include all of the features of claim 1.

Klarfeld et al. disclose, in Fig. 36, a circular program guide diagram (paragraph [0061]). The circular program guide displays programs according to genre. The programs are also displayed according to preference, with an increasing preference being indicated towards a center of the program guide.

Klarfeld et al., however, do not disclose or suggest plotting three attributes on at least an X-axis and a Y-axis of a scatter diagram, where the third attribute is indicated on the scatter diagram at a position conforming to the first related value, the second related value and the third related value, as required by claim 1 (emphasis added). As acknowledged by the Examiner during the subsequent conversation of October 19, 2009, Klarfeld et al. do not teach a three-dimensional program information display. Applicants' claim 1, in contrast, relate to the display of three attributes, where the third attribute is indicated on the scatter diagram at the position corresponding to the first, second and third related values. Thus, Applicants' claim 1

presents three-dimensional information on a scatter diagram having at least an X-axis and a Y-axis.

In addition, as acknowledged by the Examiner on page 3 of the Office Action, Klarfeld et al. do not disclose or suggest that the related value numerically expresses a degree of relation about at least two attributes of program information. Accordingly, Klarfeld et al. cannot teach that each of a first related value, a second related value and a third related value numerically express a respective degree of relation, as required by claim 1 (emphasis added). Thus, Klarfeld et al. do not include all of the features of claim 1 and do not make up for the deficiencies of Yasukawa et al. with respect to claim 1.

Horiuchi et al. disclose, in Fig. 2, a broadcast program guiding apparatus 4 including viewer's taste calculating unit 13, display position calculating unit 17 and recommendation value calculating unit 18. (Paragraph [0028]). The viewers' taste information calculating unit 13 sets viewers' taste information based on programs or channels watched or received by a viewer and a watching period of time for each program or channel. (Paragraph [0031]). Display position calculating unit 17 calculates a position at which a recommendable program guide reflecting the viewer's tastes is displayed in a circular shape. (Paragraph [0033]). Recommendation value calculating unit 18 calculates a recommendation value based on the stored viewer's taste information. (Paragraph [0034]). A number of programs with a high recommendation value are selected and displayed at a position on the program guide from a circle center. (Paragraph [0038-0040]).

Horiuchi et al., however, do not disclose that each related value for a first related value, a second related value and a third related value numerically express a respective degree of relation, as required by claim 1 (emphasis added). Instead, Horiuchi et al. teach calculating one recommendation value. Furthermore, Horiuchi et al. do not disclose or suggest plotting three attributes on a scatter diagram having at least an X-axis and a Y-axis, where the third attribute is indicated on the scatter diagram at a position corresponding to first, second and third related values as required by claim 1. Horiuchi et al. are silent regarding these features. Thus, Horiuchi et al. do not include all of the features of claim 1 and do not make up for the

deficiencies of Yasukawa et al. and Klarfeld et al. with respect to claim 1. Accordingly, allowance of claim 1 is respectfully requested.

Claims 2-6 and 11 include all of the features of claim 1 from which they depend and are patentable over the cited art for at least the same reasons as claim 1.

In addition, Applicants note that claim 11 includes further features neither disclosed nor suggested by the cited art, namely, that the program information display is a three-dimensional program information display where the third attribute is provided on a Z-axis of a three-dimensional scatter diagram. As acknowledged by the Examiner during the interview of October 19, 2009, none of the cited art disclose or suggest presenting three-dimensional program information display. Accordingly, claim 11 is patentable over the cited art of record for at least the reasons set forth above.

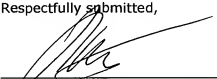
Claims 7 and 8 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Yasukawa et al. in view of Klarfeld et al. in further view of Horiuchi et al. in further view of Wang et al. (US 7,380,262). Claims 9 and 10 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Yasukawa et al. in view of Klarfeld et al. in further view of Horiuchi et al. in further view of Matey (US 2001/0049823). Claims 12-19 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Yasukawa et al. in view of Klarfeld et al. in further view of Horiuchi et al. in further view of Bentolila (US 2003/0101451). Claims 7-10 and 12-19, however, include all of the features of claim 1 from which they depend and are patentable over Yasukawa et al., Klarfeld et al., and Horiuchi et al. for at least the same reasons as claim 1. Neither Wang et al., Mattey, nor Bentolila, either alone or in combination, make up for the deficiencies of Yasukawa et al., Klarfeld et al., and Horiuchi et al. with respect to the features of claim 1. Accordingly, claims 7-10 and 12-19, which depend from claim 1, are also patentable over the cited art of record.

Claims 20 and 21 have been added. Claims 20 and 21 recite that the third attribute is used as a Z-axis of the scatter diagram (claim 20) and that the third attribute is indicated by modifying an appearance of the displayed program information in accordance with the third related value (claim 21). No new matter is introduced herein. Basis for claims 20 and 21 include Figs. 16 and 14, respectively.

Claims 20 and 21 include all of the features of claim 1 from which they depend and are patentable over the cited art for at least the same reasons as claim 1.

In view of the amendments and arguments set forth above, the above-identified application is in condition for allowance, which action is respectfully requested.

Respectfully submitted,



Jacques L. Etkowicz, Reg. No. 41,738
Attorney for Applicants

DMG/fp

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P.O. Box 980
Valley Forge, PA 19482
(610) 407-0700

NM495259